

To:

EBU Programs Recruiters,

From:

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Introduction and Purpose

The European Business University of Luxembourg (EBU) provides this briefing to our recruitment partners to support effective candidate outreach, programme positioning, and learner engagement for the launch of EUNI Training Institute, a flagship diaspora-led Technical and Vocational Education and Training (TVET) initiative.

As recruiters working with EBU and EUNI, your role is to clearly communicate the value, affordability, accreditation, and career relevance of EUNI Training Institute programmes to prospective learners across Kenya and the wider diaspora.

The ongoing intake for EUNI Training Institute programs is set to start in May 2026. Recruitment activities ahead of and following this date are critical to building strong initial cohorts and awareness.

This initiative aligns with Kenya's TVET transformation agenda, competency-based education reforms, and the growing demand for affordable, flexible, and digitally delivered enabled skills development.

TVET Cost Landscape in Kenya and a Diaspora led solution

According to the Kenya Universities and Colleges Central Placement Service (KUCCPS) published programme cost lists:

- **The standard fee for TVET Level 4 Business programmes at the majority of public TVET institutions is KSh 67,189 per year**
- **Only one notable outlier, the Railway Training Institute, lists a lower fee of KSh 55,800**
- **The KUCCPS list includes dozens of TVET institutions, with the overwhelming majority clustered at the KSh 67,189 fee level**

By contrast, EUNI Training Institute offers the same Level 4 Business qualification at KSh 24,900 per year, fully online.

This represents a **transformational cost reduction of over 60%**, while also eliminating:

- Boarding costs
- Accommodation costs

- Transport and relocation expenses

The result is a radically more affordable, accessible, and scalable TVET model, particularly suited to youth, working adults, rural learners, and even us members of the Kenyan diaspora.

The European Business Institute, Asbl (EBU) RCS Nr. F12694, together with its affiliated entities: European Business University, a 501(c)(3) Non-for-Profit organization (California) B20260003941; The European Business Institute, Ltd. (Malta) C112486; EBU Luxembourg Enterprises Ltd (Kenya) PVT-8LU2972A; and EUNI Training Institute Ltd (Kenya) PVT-V7UA2XRR; forms a global network of academic institutions.

EUNI Training Institute is a licensed and accredited TVET institution designed to deliver 100% online, mobile-accessible, and competency-based education, beginning with the Level 4 Business Certificate/Diploma.

The institute has been intentionally designed to be disruptive, addressing the high cost, geographical rigidity, and accommodation burden associated with conventional TVET delivery models.

Key features include:

- Fully online and remote delivery (accessible via mobile, tablet, or computer)
- No boarding or accommodation costs
- No relocation or campus residency requirements
- Substantially lower tuition fees compared to conventional TVET institutions
- Strong alignment with competency-based education and training (CBET)

Accreditation, Licensing, and Quality Assurance

EUNI Training Institute operates within internationally recognised quality frameworks:

- As a fully Licensed and accredited TVET institution
- Accredited by ABE (UK) – a UK-based qualifications body officially recognised by Ofqual
- ABE is approved in Kenya as an examination body for competence-based education in the TVET sector
- Academic collaboration with the European Business Institute of Luxembourg, which is officially recognised by the Luxembourg Minister of National Education.

These accreditations ensure international credibility and local regulatory compliance.

Dual Diploma Award – “Two for One” Innovation

A defining innovation of EUNI Training Institute is its **dual award model**, under which learners receive:

- A Level 4 Business qualification from EUNI Training Institute, and

- A Level 4 Business qualification from the European Business University of Luxembourg

This **two-for-one diploma structure** significantly enhances graduate employability, international recognition, and academic mobility—while remaining affordable.

Diaspora Value Proposition – Messaging Guidance

EUNI Training Institute is intentionally structured as a diaspora-driven development initiative. Recruiters may highlight:

- Contribution of diaspora expertise to Kenya's skills development
- Internationalisation of Kenya's TVET ecosystem
- Expanded access through mobile-first learning
- Positive representation of Kenyan diaspora involvement in education

Recruiter Role and Call to Action

Recruiters working with EBU and EUNI are expected to:

- Actively disseminate accurate programme information
- Engage prospective learners through outreach, information sessions, and follow-ups
- Clearly explain affordability, accreditation, and delivery model
- Support candidate enrolment ahead for the May 2026 intake and ahead.

Your role is critical in ensuring learners understand why EUNI Training Institute is different, credible, and valuable.

Conclusion

As shown, EUNI Training Institute represents a new generation of TVET delivery that is affordable, online, internationally accredited, and learner-centred. By combining low fees, zero boarding costs, dual international qualifications, and mobile-accessible delivery, it directly addresses the affordability and access challenges evident in the current KUCCPS TVET fee structure.

With your engagement as a recruiter, we look forward to a strong impact with a scalable, high-impact TVET model serving Kenya and its diaspora.

Submitted respectfully,



Dr. James Mulli
European Business University of Luxembourg